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Improvement of Organizational and Economic Mechanisms of Business Activity Development in Tourist Enterprises

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Abstract: The article examines the efficiency of the business activities in tourist enterprises in connection with the improvement of the organizational and economic mechanisms of development. In the course of the research, on the basis of studying the state and characteristics of the mechanism of public-private partnership in the field of tourism in our country and in foreign countries, the mechanism of activity based on public-private partnership in the field of tourism of our country was developed, and the mechanism of activity of tourism clusters taking into account internal and external relations was formed to a certain extent, and the research in the process, it was recommended to systematize and improve this mechanism.

Keywords: tourism, tourism sector, tourism industry, tourist enterprise, tourism services market, entrepreneurial activity, public-private partnership mechanism, tourism cluster, structural model, organizational-economic mechanism.

The experience of developed countries in the world shows that in order to ensure the efficiency of the tourism services industry and the tourist enterprises operating in it, and to ensure the satisfaction of the consumers of tourist services with the volume and quality of the services provided by the enterprises of the sector, first of all, it is necessary to provide competitive tourism products that meet the needs and demands of customers in the sector in terms of quantity and quality.

The analysis of the situation in the field of tourism in Uzbekistan shows that the process of deepening the market relations in the sector and transferring the enterprises within the sector to the system of effective operation based on the existing conditions has not yet been completed, and the level of material, technical, economic and legal potential of the system subjects does not sufficiently meet the requirements of market regulations.

According to researchers conducting research on the development of the industry, the tourism industry is post-pandemic It is predicted to become a dynamic direction of the economy again is being done, from this point of view related fields, that is, transport (airline, railway, air transport, water transport, transport development of tools), communication and logistics (communication tools, ICT, international relations, legal provision of economic development, small and organization of medium-sized business entities), infrastructure (hotels building, national catering facilities and relaxation programs implementation), service areas (theatre, music, historical and cultural monuments, restaurants and hotel business), new the labor market, job creation, etc., are high can serve as an impetus for development [1].

Tourism is derived from the French word tour and means a trip. The Law of the Republic of Uzbekistan “On Tourism” defines the concept of tourism as follows: “Tourism is a place where an individual goes from his place of permanent residence for health, educational, professional-practical or other purposes (in the country)) to leave (travel) for a period of one

year without engaging in paid activities" [2].

Tourism is the travel of people in their free time from their permanent residence to another country or within their own country for impression and recreation, health restoration, hospitality, education or practical professional purposes, but do not engage in work that is motivated by money in the places they go [3].

Today, while the period of recovery to the pre-pandemic period continues in the market of tourism services, countries are developing measures based on regional approaches to develop the sector. In particular, various measures and regulations are being developed at the government level in order to further develop the industry. In order to compensate for the problems observed in inbound and outbound tourism during the pandemic, the domestic tourism potential has been used to the maximum in our country. In this regard, further development of business activities in the market of tourism services and support by the state on the basis of various types of benefits became the target [4,5].

The effectiveness of business activity in the field of tourism is mainly evaluated based on the following 3 indicators:

1. The level of continuous provision of necessary tools to customers and the service process.
2. The level of economy in tourist enterprises.
3. The level of use of reserves formed as a result of the use of innovations in tourist enterprises.

At the same time, if the creation of tourist services is approached as a process, its effectiveness is characterized by two main indicators: the level of provision of all types of services to consumers and the level of costs. The level of provision of all types of services to consumers reflects the main function of the tourist enterprise that provides services, while the second indicator - the level of costs - reflects the efficiency of the process of creating a tourist product, the reasonableness of costs and compliance with normative amounts.

Increasing the share of the sector in the macro-indicators of the national economy through the development of entrepreneurship in the tourism sector is reflected in the Development Strategy, which envisages the implementation of structural changes in the economy today. defined.

In order to implement the goals and objectives, first of all, it is necessary to create effective organizational and economic mechanisms for the implementation of business activities in the field, and to organize the activities of tourist enterprises based on these mechanisms.

It is recommended as one of the effective mechanisms to use the public-private partnership mechanism for the development of business activities in tourism enterprises, deepening of market relations in the field, and development of the competitive environment in the market of this type of services. In the conditions of the market economy, the mechanism of public-private partnership is evaluated as a means of increasing the efficiency of the national innovation system, stimulating the level of investment, material-technical, personnel and financial potential in the system [6,7].

Research shows that the following main factors prevent investors from entering the market of high-potential tourism services today:

1. A high level of risk of losing the resources invested in the industry or prolonging their payback periods.
2. Lack of guarantee of full fulfillment of budget obligations by state or local authorities to private partners.
3. The fact that the results of the activities of tourist enterprises based on private property

become financially unstable under the influence of various external environmental factors (regional and global financial crises, pandemics, political instability, etc.).

Based on the study of the state and characteristics of the mechanism of public-private partnership in the field of tourism in our country and foreign countries, the mechanism of activity based on public-private partnership in the field of tourism of our country was developed in the study, and it is recommended to use this mechanism in the activity of the sector (Fig. 1).

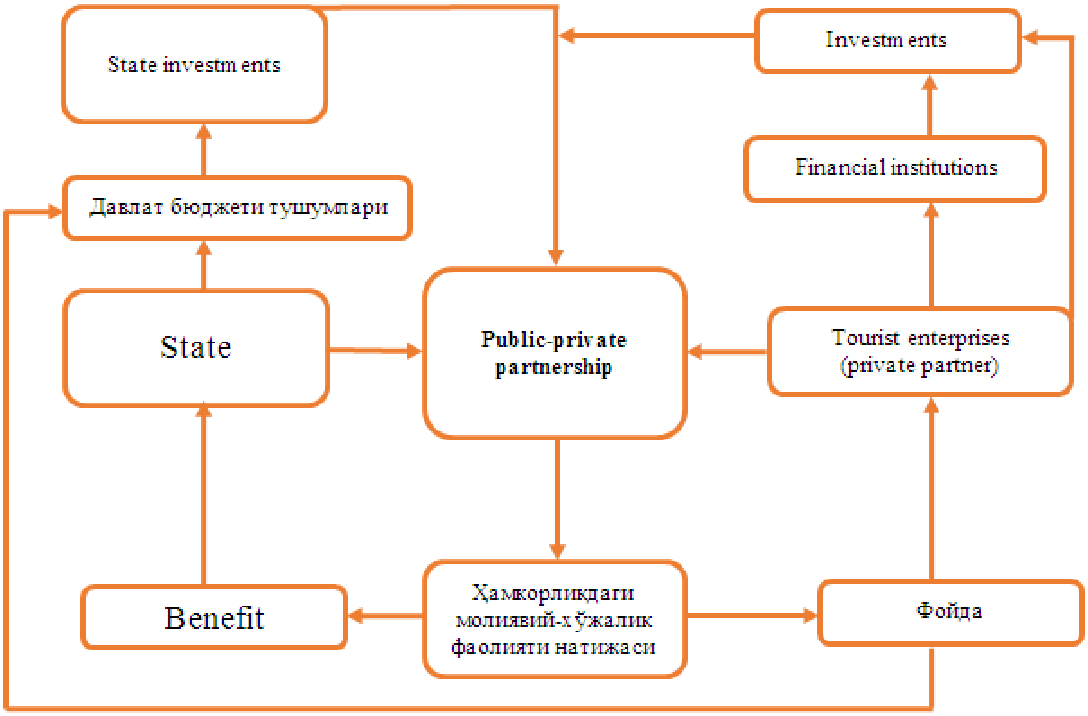


Figure 1. Mechanism of public-private partnership in the field of tourism[1]

The introduction of the mechanism of public-private partnership in the field, on the one hand, increases the amount of guaranteed financial resources necessary for the organization of activities by tourist enterprises in the market of tourism services, secondly, it leads to an increase in the quality of services provided as a result of the development of the competitive environment, and thirdly, it is obtained due to the expansion of the scope of activity expands the possibility of increasing the volume of income (profit). The advantage of this mechanism for the state is that a large part of the budget allocated by the state for the implementation of structural changes in the sector is replaced by investments made by private partners, and the reforms are much “cheaper” for the state[8,9].

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In recent years, researches in the direction of development of socio-economic systems based on the cluster approach in the economy of the world countries show that integrative systems of sectors and industries in economic systems, that is, systems that combine different areas of activity in the direction of one goal, are more effective than individual enterprises or industries. We can see that the occurring structural changes reflect particular cases of global trends in the cluster approach of organization and management of activities occurring in almost all branches of the national economy of our country in recent years. It should be noted that in the researches of Uzbek scientists, the formation of tourist clusters as one of the organizational and economic mechanisms of effective organization of tourist enterprises in the regions of our country is considered as a promising direction [10,11].

The organization of business activities in tourist enterprises based on a cluster approach unites the activities of the main activity and the infrastructure systems formed around it for one purpose by ensuring the reorganization of the activities of the enterprises in the existing system on the basis of an integrative factor.

Based on this point of view, an organizational-economic mechanism based on a cluster approach is proposed for the efficient organization of tourism enterprises in the regions of our country. In the tourism cluster, based on the existing conditions, tourism enterprises offering tourist services are considered as the main structure of the cluster, and the regional administration, enterprises offering related and additional services within the cluster, and the area or region where the cluster is developing are considered as elements in contact with the cluster.

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The main structure of the cluster cannot establish effective activity without two other structures that are considered necessary for the organization of cluster activities in separate areas. These two structures are cluster infrastructure and structures that provide mixed services to the network cluster. Tourism cluster infrastructure consists of 3 main infrastructure systems - general infrastructure, specialized infrastructure and information infrastructure.

The regional tourism complex, which is proposed to be organized in the form of a cluster, firstly, increases the efficiency of business entities that are part of the cluster, and secondly, the unification of the activities of individual enterprises in the direction of a single goal strengthens the mutual

exchange of information and the introduction of innovations, facilitates the issues of coordination of joint activities, provides customer service expands opportunities for improvement of infrastructure systems. In the area where the tourism cluster is being established, the existing qualified labor resources, special tax regimes, and new financial structures related to investment activities within the management of cluster participants will create favorable conditions.

On the basis of the structural model discussed above, the activity mechanism of tourism clusters that takes into account internal and external relations has been formed to a certain extent, and it was recommended to use this mechanism systematized and improved in the research process (Fig. 2).

In the proposed mechanism, measures to stimulate business activity in tourist enterprises are proposed for the normal functioning of cluster systems. In particular, encouraging the initiative to form a cluster, forming a regional tourism administration for the formation of a modern tourism cluster, developing a strategy for promoting the cluster's structural structure and production of tourist products, ensuring the continuous and effective implementation of the preparatory process, etc.

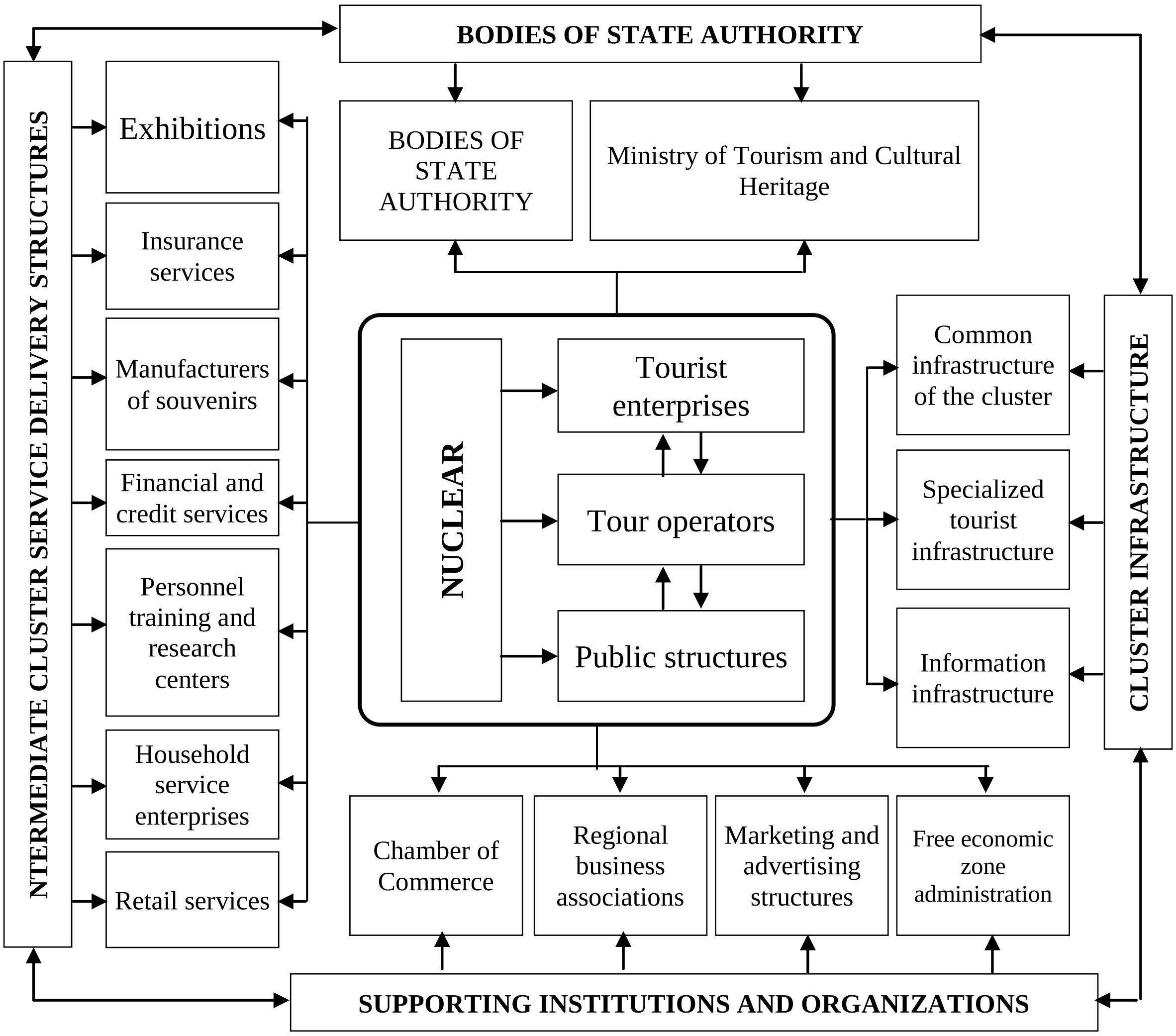


Figure 2. Organizational and economic mechanism of activity of tourism clusters[2]

The strengthening of the existing technological and scientific infrastructure serves as a basis for deepening the integration relations between research institutions and tourist enterprises. At the same time, it can significantly speed up the clustering process of tourism enterprises by increasing the mutual cooperation and connection of socio-economic institutions. The

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The introduction of improved organizational and economic mechanisms in the business activity of tourist enterprises in the course of the research leads to the improvement of conditions using the state participation in the organization of activities, and secondly, by combining the main and additional activities towards a common goal, it allows to achieve a multiplier effect.

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